



March 6, 1996

G. H. MOULTON  
Key Account Manager6500 Jericho Turnpike, Suite 207  
Commack, NY 11725  
516-499-0254  
Fax 516-499-0572  
Voice Mail 800-757-8255  
Ext. 46956To: New York Metro ROU  
(For Divisions 1221, 1224, 1225, 1229)Subject: *RX Place Drug Mart - Promotions*  
(ID #1153 00 00)Mr. Brian Resnevic, Buyer has placed an extra order of Winston and Salem for delivery to all stores the week of March 25th. Product will be couponed at Stomel at 20¢ off a pack.

In contacting the store, please ensure product is placed in our counter display for maximum visibility.

As information, this chain has accepted Doral Box, with initial distribution the week of April 1st. 4 cartons will be couponed at 30¢ off a pack and an additional 3 cartons will be shipped as backup (*without coupons*). As movement occurs, please ensure product is ordered.

Thank you for your assistance.

Sincerely,

George H. Moulton

GHM/pk  
encls. (2)

L:\promo\356.doc

Sales		Retail	
1221	3, 4	1222	28
1222		1223	29
1223		1226	28, 29
1224	2, 3, 5, 6, 9	1229	20, 22, 26, 27, 29, 30
1225	3, 9		
1226			
1229	7, 8, 11	PC	SC
1240		MC	PA
1244		RSM	RBM

51850 5383

"We work for smokers."

RX PLACE DRUG MART  
SPECIAL PROMOTION  
\$ .20 OFF PACK  
CAMEL AND WINSTON

Coupons

*Coupons* THE FOLLOWING IS AUTHORIZED FOR SHIPMENT  
THE WEEK OF MARCH 25, 1995 AND SHOULD BE  
~~STICKERED~~ AT THE ABOVE VALUE BEFORE  
SHIPMENT TO ALL STORES:

WINSTON KING	3
WINSTON BOX	2
WINSTON LT KING	2
WINSTON 100	1
WINSTON LT 100	1
CAMEL LT	2
CAMEL LT BOX	2
CAMEL FILTER	1
<u>CAMEL FILTER BOX</u>	<u>1</u>

TOTAL 15

*USE*  
Coupons

Brian Resnevic  
BRIAN RESNEVIC

PLACE IN COUNTER DISPLAY

51850 5384

**RX PLACE DRUG MART  
DORAL BOX \$.30 OFF A PACK Coupon  
INTRODUCTORY OFFER  
(4 CARTONS PER STORE)**

**THE ABOVE PROMOTION IS AUTHORIZED FOR  
SHIPMENT TO ALL STORES THE WEEK OF  
APRIL 1, 1996 AND SHOULD BE PACKED AS  
FOLLOWS:**

*Coupons  
AT  
STORE*

DORAL LT BOX	2
DORAL FF BOX	1
DORAL FF MENTHOL BOX	<u>1</u>
TOTAL	4

*use  
Coupons*

**IN ADDITION, THE FOLLOWING NON  
PROMOTED CARTONS ARE AUTHORIZED FOR  
SHIPMENT:**

DORAL LT BOX	1
DORAL FF BOX	1
DORAL FF MEN. BOX	<u>1</u>
TOTAL	3

*Brian J. Resnevic*  
**BRIAN RESNEVIC**

51850 5385